

Social Media Toolkit

January 2020

It is critical for our communities to ensure a complete and accurate count during the upcoming 2020 Census. Good communication means informing all residents of key 2020 Census points and to dispel any existing misinformation. It is our goal that this toolkit will be your guide to utilize when communicating about the Census.

Talking points will be developed and shared throughout the duration of the 2020 Census to provide messaging that is easy to understand and provide key information for the City of Long Beach residents. We will ensure all partners continue to be provided with these resources when they are developed. The material provided will be translated into Spanish, Khmer, and Tagalog.

We need your help in getting the message out regarding the importance of Census, its security and how to participate in the census. We are asking all partners to regularly share information through their communication channels to educate, motivate and activate the residents of Long Beach. For more information visit www.longbeach.gov/census.

The Guide currently provides messaging content for the month of January 2020 along with photos. Please remember to share the hashtags **#LBCounts2020** and **#2020Census** when discussing Census on socials.

For additional questions contact:

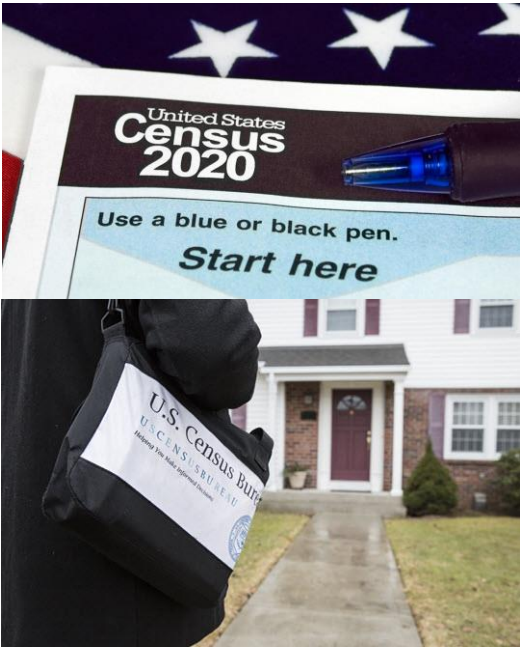
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Sample Social Media Post

NOTE: This content is ready for publication. Please feel free to customize the caption. **For photos:** <http://bit.ly/Jan20Photos>

Photo	Facebook	Twitter
<p>Week 1 and 2: Jan 1-11</p> 	<p>We are less than 90 days away from the #2020Census! Learn all about it and why your count is important. #LBCounts2020 longbeach.gov/census</p> <p>Get involved with #LBCounts2020 by becoming a #2020Census taker. Apply online at 2020census.gov/jobs</p>	<p>We are less than 90 days away from the #2020Census! Learn all about it and why your count is important. #LBCounts2020 longbeach.gov/census</p> <p>Get involved with #LBCounts2020 by becoming a #2020Census taker. Apply online at 2020census.gov/jobs</p>

Week 3: Jan 12-18



The #2020Census gives you a voice! It will determine how much of a voice local community have in shaping policies and programs.

For more on #LBCounts2020 visit longbeach.gov/census

Don't go uncouncted in the #2020Census. Your community could lose up to \$20,000 over the next 10 years in funding for each person not counted. #LBCounts2020

#2020Census is confidential! Your response is safe, secure and protected by the law, Title 13.

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Week 4: Jan 19-25



United States
Census
2020



Connect with us
@uscensusbureau



Participate in the #2020Census for:

- Access to affordable housing
- Access to health care
- Quality schools
- Reliable public transportation
- Safe roads

Visit longbeach.gov/census.

#LBCounts2020

Did you know, about one million kids under age 5 in the U.S. were not counted in the last Census? Every person living in the U.S. counts, of all ages. Get counted for your family's future. #CountAllKids
For more on #LBCounts2020 visit longbeach.gov/census

If you are interested in making a difference during the #2020Census, become a #LBCounts2020 Census Champion. Visit longbeach.gov/census for details.

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Week 5: Jan 26- Feb 1



Your #2020Census count helps create accurate Census data to;

- Advocate for more resources for community members.
- Ensure public safety.
- Plan new schools and hospitals.
- Decide where to open new businesses & creating new jobs.

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